



Press Release – 16 July 2010

New MCVB role to capitalise on China growth

Ms Jenny Yang has been appointed Business Development Manager – China with the Melbourne Convention + Visitors Bureau (MCVB), with the new position based in Shanghai.

Ms Yang brings extensive experience to the Bureau, having worked as Industry Servicing Manager – China for Tourism Australia for the past five years where she was responsible for both the leisure and Business Events sectors.

Jenny's career has included sales and marketing positions in the tourism and hospitality industry, with positions held at organisations such as the San Francisco Convention & Visitors Bureau, the Singapore Tourism Board and Accor hotels.

Ms Sandra Chipchase, CEO of MCVB, said she was delighted to have someone of Jenny's calibre join the team, building on Melbourne's success and reach in Shanghai and China - a vital market for the Business Events industry.

"Chinese visitors spent 5.2 million visitor nights in Victoria in 2008/09, an increase of 30.9% over the previous year, and China is forecast to become Victoria's largest tourism market in 2014," said Ms Chipchase.

"This new role will focus on business development, especially in the incentive market, as well as relationship building with a range of stakeholders, from industry partners to government officials."

Jenny will report to MCVB's North Asia Regional Sales Director, Jennifer Tung, who is based in Hong Kong.

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